

INFORMATION BULLETIN

JOB TRAINING PARTNERSHIP ACT

Employment Development Department

Number: B98-37

Date: October 27, 1998
Expiration Date: 12/31/98
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TO: SERVICE DELIVERY AREA ADMINISTRATORS
PRIVATE INDUSTRY COUNCIL CHAIRPERSONS
JTPD PROGRAM OPERATORS
EDD JOB SERVICE OFFICE MANAGERS
JTPD STAFF

SUBJECT: SERVICE DELIVERY AREA (SDA) ADVISORY COMMITTEE MEETING

An SDA Advisory Committee meeting will be held on November 6, 1998, 10 a.m. to 3 p.m. at the following location:

Employment Development Department
800 Capitol Mall, Room 5000
Sacramento, CA 95814

Also, I am pleased to announce that Mr. Joseph Werner, Executive Director, Monterey County SDA, has agreed to join the SDA Advisory Committee.

The meeting agenda and material relative to the agenda item, CalWORKs Council of Corporate Executives Internet Clearinghouse, is attached. If you have questions regarding the SDA Advisory meeting, please contact John Croft at (916) 653-0613.

/S/ BILL BURKE
Assistant Deputy Director

Attachments

SERVICE DELIVERY AREA ADVISORY COMMITTEE MEETING

Employment Development Department
800 Capitol Mall, Room 5000
Sacramento, California
Friday, November 6, 1998

Agenda

10:00 a.m.	Welcome/Hot Topics/Agenda Building	Bill Burke, Job Training Partnership Division
10:15 a.m.	CalWORKs Council of Corporate Executives Internet Clearinghouse	Eric Morikawa, Marketing and Constituent Services
10:45 a.m.	Workforce Investment Act of 1998 <ul style="list-style-type: none">• Update• Use of Unemployment Insurance Wage Record Data• Customer Satisfaction Data Options	Vicki Johnsrud, Workforce Investment Division
Noon	Lunch on Own	
1:00 p.m.	Management/Oversight of One-Stops	Ray Worden, Long Beach City SDA
1:30 p.m.	Job Training Partnership Act Closeout	Bill Burke
1:45 p.m.	Status of Welfare-to-Work Program <ul style="list-style-type: none">• SDA/County Welfare Department Advisory Group• WtW Second Year Process	Bill Burke
2:15 p.m.	Agenda Building for the December 11, 1998, SDA Quarterly Meeting	All
3:00 p.m.	Adjourn	

CalWORKs Council of Corporate Executives Information Clearinghouse and Pledge Registry

PROJECT CHARTER

Chartered by

Mary H. Hayes, Deputy Director
Marketing and Constituent Services

Background

In accordance with Section 29 of AB 1542, in consultation with the CalWORKs Council of Corporate Executives (CCCE), the Employment Development Department (EDD) shall establish a clearinghouse for information on the Internet or other forms of toll-free communication. The clearinghouse will allow private sector employers to obtain information about assistance and resources for hiring CalWORKs recipients and to register their pledges to assist the State in finding the jobs necessary to meet the local welfare-to-work goals throughout the state.

Objective

The objective of the project is to establish a clearinghouse for information on the Internet for private sector employers which will include but not be limited to:

- General information and an executive summary regarding Welfare Reform, CalWORKs, and the Welfare-to-Work program.
- General information pertaining to the CalWORKs Council of Corporate Executives.
- Best practice models for the hiring and sustained employment of welfare-to-work participants.
- Listings and/or links with Internet websites of agencies and institutions involved with welfare-to-work or employment services.
- Success stories from California employers who have had successful experiences hiring recipients of aid.
- Appropriate techniques (including information on incentives) for marketing the employment of welfare-to-work participants.
- A vehicle for prospective employers to submit pledges to assist the State in finding the jobs necessary to meet welfare-to-work goals.

Additionally, other means of toll-free communication will be explored to provide the above information.

Methodology

- Consult with Information Technology Branch (ITB) to discuss requirements, protocols, and parameters pertaining to the development of an Internet website.
- Explore options for registering and processing pledges of assistance from private sector employers.
- Identify essential and desirable subject areas and marketing functions to be included in the website.
- Compile and develop information on subject areas to be included in the website.
- Identify a method to update information.
- Identify opportunities to market website.
- Identify staff support necessary to implement the project.
- Develop a test site for presentation and review.
- Present to Director's Office for project approval.
- Present to all associated organizations affected by project for review and suggestions.
- Complete feasibility study report for submittal to the Department of Information Technology.
- Present to the Council for review and suggestions.
- Implement suggestions from the Council.
- Open website for public access.

Constraints

- Technical requirements, protocols, and parameters affect website capabilities and content.
- Dependence on ITB to develop website and implement modifications (timeframes for completion will be directly affected).
- Consideration of input from cooperating partners (i.e., Workforce Development Branch, Job Service Division, Department of Social Services, etc.).

Timelines

- Project plan to be presented to the Council during first or second session.
- Website completion date is indeterminate at this time.

PROJECT PLAN

Project Statement

The EDD will develop an Internet application that allows private sector employers to obtain information about assistance and resources for hiring CalWORKs recipients and to register their pledges to assist the State in finding the jobs necessary to meet the local welfare-to-work goals throughout the state.

Business Requirements

The system (CCCE system) developed will be an Internet application accessible to private sector employers that will provide information about assistance and resources for hiring CalWORKs recipients and will allow employers to register their pledge to assist the state in finding the jobs necessary to meet the local welfare-to-work goals throughout the state. Submitted pledge information will be stored in a database accessible to authorized EDD staff. Pledge data will be tabulated and utilized as a barometer (count) of private sector employer's commitment to assist the state in meeting local welfare-to-work goals. Pledge data would also act as a mailing list for any appropriate welfare-to-work publications or notices. In addition, the system will allow employers:

1. The option of registering with CalJOBS. Once registered, employers will have the capability of placing job orders with CalJOBS. Job matches will be self-initiated or facilitated by EDD Job Service (JS) staff via CalJOBS to meet local welfare-to-work goals. The degree of sophistication relevant to the system's link with CalJOBS is variable.
2. The option of having their pledge of assistance forwarded to local area agencies. The EDD staff will review pledge data and distribute pledges (via e-mail) to appropriate local area agencies (i.e., JS, SDA, County Welfare Departments, or One-Stop offices). Local area staff would be responsible for contacting employers to determine and develop each employers' pledge of assistance. The degree of sophistication relevant to the system's e-mail capabilities is variable.

Functional Requirements

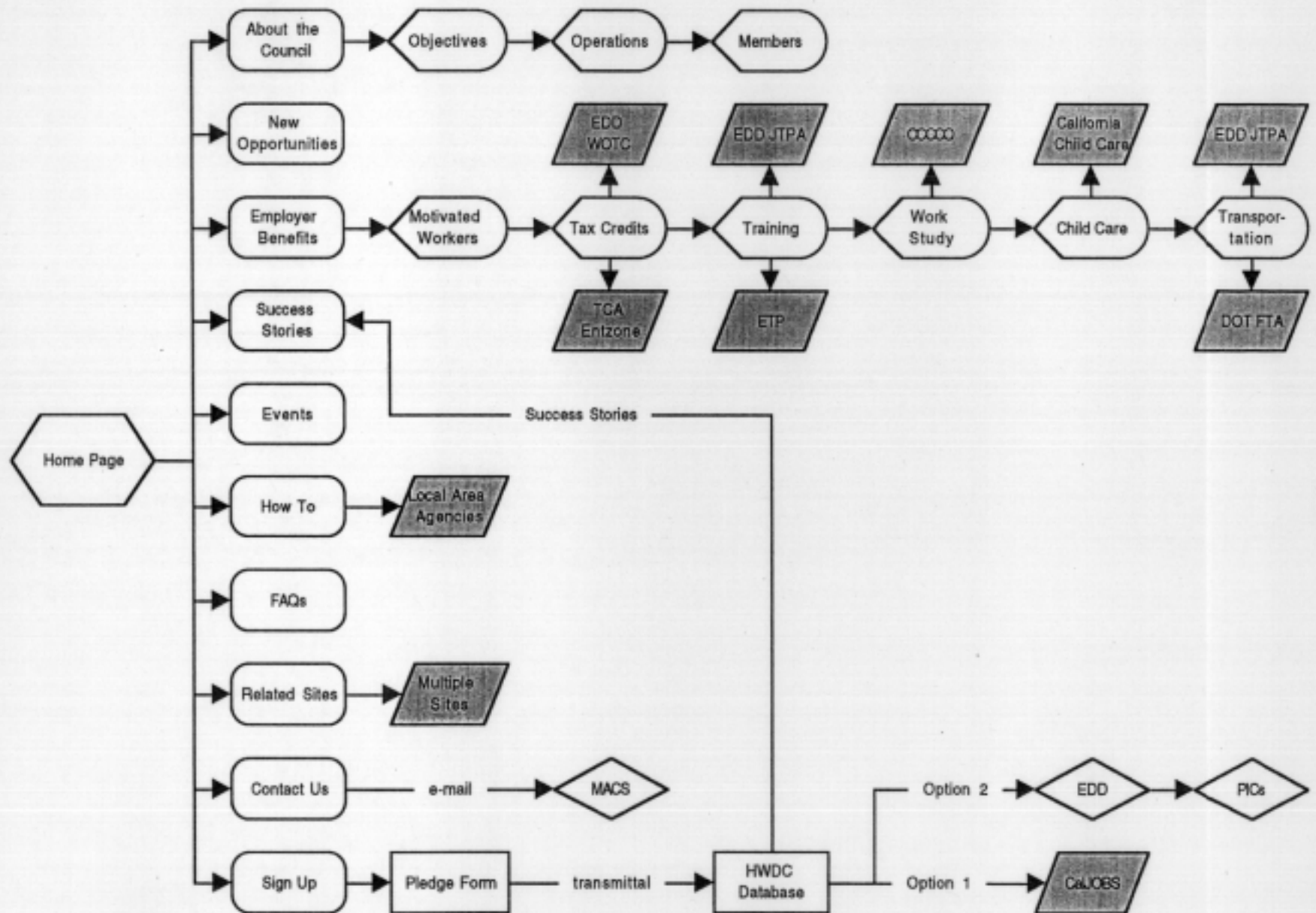
- Available 24 hours a day and 7 days a week.
- Year 2000 compliant.
- Encompass the needs of all expected Internet users.
- Housed at the HWDC.
- Not part of EDD's enterprise website.
- Store pledge information accessible by authorized EDD staff only.
- Utilize a Microsoft ACCESS database.

- Access and view of the database will be over the Internet.
- Retain pledge data for at least two years.
- Chronologically and categorically search for pledges in the database.
- Generate management information system (MIS) reports.
- Provide statistical information on website access.

Staff Requirements

- ITB staff will maintain the database and provide all MIS reports.
- Marketing and Constituent Services staff will develop and update web page content.
- Routine maintenance consisting of ongoing changes is expected to happen quarterly.

Clearinghouse Flowchart



Clearinghouse Flowchart Description

Home Page - Brief history and description of the CalWORKs and WtW programs.

About the Council - Information pertaining to the function of the CalWORKs Council of Corporate Executives and brief biographies of the council's members.

New Opportunities - Promotional page providing reasons for employers to become involved in the CalWORKs and WtW cause.

Employer Benefits - General information regarding incentives for hiring welfare recipients.

Success Stories - Sample of stories from California employers of successful hirings of welfare recipients.

Events - Calendar of events, such as conferences or council meetings, pertaining to the CalWORKs and WtW programs.

How To - Instructions for hiring welfare recipients, including information pertaining to local area welfare-to-work programs resources.

FAQs - Multi-purpose webpage for marketing and informational purposes provided in a question and answer format.

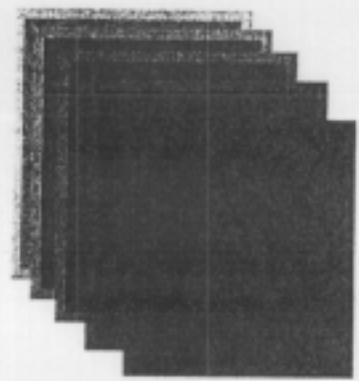
Related Sites - Links to Internet websites of agencies and organizations involved with welfare-to-work programs.

Contact Us - Employer may contact the Office of Marketing and Constituent Services to ask questions or provide comments pertaining to the website or its contents.

Sign Up - Employer provided with the option of completing and submitting pledge of assistance form. Employer will be provided with options of: 1) being placed on a mailing list, 2) linking with CalJOBS, 3) providing a success story, or 4) requesting information or assistance from a local area service provider.

SDA ADVISORY COMMITTEE MEETING
November 6,1998, Sacramento

Member	Contact	Phone	Fax	Attending	Agenda Item
Arcelona, S	Mary	415/431-8700	431-8702	yes	none
Cleere-Flores, S.	Lionel Pat Hughes	213/485-5019	485-8151	yes	none
Curran, M.	Rose	408/730-7232	730-7643	no	none
Daniel, J.	Marta	209/737-4246	737-4252	yes	none
Fitch, L.	Carol	619/238-1445	238-5159	yes	none
Lee, K.	Susan	909/433-3300	433-3345	yes	none
Peterson, C.	Himself	530/822-7145	822-7150	yes	none
Smith-Tatum, T.	Christine	209/385-7324 Ext. 2003	725-3592	yes	none
Werner, J.	Bobbi	408/755-3247	755-3246	yes	none
Ray Worden	Diane	562/570-3811	570-3898	yes	WtW 2 nd yr. Process one-stop oversight Customer satisfaction data options



Welfare-to-Work

California's business perspective

CalWORKs Council of Corporate Executives

It's your business, it's your community.

When the California legislature adopted welfare reform, they knew the success of placing an estimated 600,000 welfare recipients would depend on the employer community.

To facilitate this process, the legislature established a CalWORK's Council of Corporate Executives that would help employers fill their job openings with trained, dedicated people who are looking not for a handout, but a hand up.

Welfare reform is not about charity . . .
it's about eliminating poverty as a way of life.

It's about filling your entry level jobs with a committed, motivated workforce.

It's about working together with local service providers who can match the right candidate to meet your job needs.

And it's about innovative local partnerships that are stepping forward to work with you, and help your new employee be successful in your business.

The CalWORK's Council has developed this website to help assist the employers of California actively participate in the success of welfare reform. We hope you will join us and other California employers, who have pledged to hire welfare recipients and help them become independent, contributing members of your community.

CalWORKs - Council of Corporate Executives

Pledge Registry Form

Company/Business Name:

Non-Profit?:

CEO/Business Owner:

Title:

Address:

City: State: Zip Code:

County:

Number of Employees (U.S.):

Number of Locations:

Number of Welfare Recipients Hired
(if applicable):

Primary Scope of Business Activity:

Primary Contact Person:

Title:

Contact Person's Telephone Number:

Contact Person's Fax Number:

Contact Person's E-Mail Address:

Corporate Web site:

- ☐ - Yes, My business pledges to hire at least one person from public assistance without displacing current employees.
- ☐ - Yes, My business has a success story that I am willing to share. Please contact me for more information.
- ☐ - Please forward this information to a local area agency, who may be able assist us in hiring recipients of public assistance.